

2. (Previously amended) The composition according to Claim 1, wherein the composition comprises from 0.001% to 10% of the agonist by weight relative to the weight of the composition.

3. (Previously amended) The composition according to Claim 1, and further comprising from 0.001% to 10% of a prostaglandin EP-3 receptor antagonist by weight relative to the weight of the composition.

4. (Currently amended) The composition according to Claim 1, and further comprising a cosmetically acceptable medium including water or mixture of water and at least one organic solvent selected from the group consisting of hydrophilic organic solvents, lipophilic organic solvents, amphiphilic organic solvents, and mixtures thereof.

5. (Previously amended) The composition according to Claim 4, wherein the organic solvent is selected from the group consisting of monofunctional or polyfunctional alcohols, oxyethylenated polyethylene glycols, polypropylene glycol esters, sorbitol and derivatives thereof, dialkyl isosorbides, glycol ethers, polypropylene glycol ethers, and fatty esters.

6. (Previously amended) The composition according to Claim 4, wherein the organic solvent is present in an amount of 5% to 98% of the total weight of the composition.

7. (Previously amended) The composition according to Claim 1, and further comprising at least one fatty phase.

8. (Previously amended) The composition according to Claim 7, wherein the fatty phase is present in an amount of 50% or less of the total weight of the composition.

9. (Previously amended) The composition according to Claim 1, and further comprising at least one additive selected from the group consisting of: conventional hydrophilic or lipophilic gelling agents; conventional hydrophilic or lipophilic thickeners; hydrophilic or lipophilic active agents; preserving agents; antioxidants; fragrances; emulsifiers; moisturizers; pigmenting agents; depigmenting agents; keratolytic agents; vitamins; emollients; sequestering agents; surfactants; polymers; acidifying or basifying agents; fillers; free-radical scavengers; ceramides; sunscreens; insect repellents; slimming agents; dyestuffs; bactericides; and antidandruff agents.

10. (Previously amended) The composition according to Claim 1, wherein the composition is an aqueous solution, an aqueous-alcoholic solution, an oily solution, an oil-in-water emulsion, a water-in-oil emulsion, a multiple emulsion, an aqueous gel, an oily gel, a liquid anhydrous product, a pasty anhydrous product, a solid anhydrous product, or a dispersion of oil in an aqueous phase using spherules.

11. (Previously amended) The composition according to Claim 1, wherein the composition has an appearance of a white cream, a colored cream, an ointment, a milk, a lotion, a serum, a paste, a mousse, or a solid.

12. (Previously amended) The composition according to Claim 1, wherein the composition has a pH of between 3 and 8.

d 13. (Currently amended) A method for attenuating, reducing or stopping the loss of hair in a subject which comprises [using] administering to the subject a non-prostanoic agonist of prostaglandin EP-2, a non-prostanoic agonist of prostaglandin EP-4, or a combination thereof.

14. (Currently amended) A method for attenuating, reducing or stopping the loss of hair in a subject which comprises [using] administering to the subject the composition of Claim 1.

15. (Previously amended) A cosmetic treatment process for attenuating, reducing or stopping the loss of hair, which comprises applying to the hair a cosmetically effective amount of a non-prostanoic agonist of a prostaglandin EP-2 receptor, a non-prostanoic agonist of a prostaglandin EP-4 receptor, or a combination thereof.

16. (Previously amended) A cosmetic treatment process for attenuating, reducing or stopping the loss of hair, which

comprises applying to the hair the cosmetic composition of Claim 1.

17. (Original) The composition according to Claim 1, wherein the composition comprises from 0.01% to 5% of the agonist by weight relative to the weight of the composition.

18. (Original) The composition according to Claim 1, and further comprising from 0.1% to 5% of a prostaglandin EP-3 receptor antagonist by weight relative to the weight of the composition.

19. (Original) The method according to claim 13, wherein the hair is head hair.